

## CLAIMS

- 1        1. A method of sharing computer user experiences, including:
  - 2        registering a user with a registration server to collect and share tracking data
  - 3        corresponding to at least a portion of the user's computer usage experiences;
  - 4        accessing one or more of the user's messaging buddy lists to identify one or more
  - 5        buddies with whom the tracking data may be shared;
  - 6        defining rights of the buddies to access the tracking data;
  - 7        tracking at least a portion of the user's computer usage experiences and reporting
  - 8        the tracking data to a tracking server;
  - 9        posting at least a portion of the user's tracking data for the buddies to access
  - 10       according to their defined rights.
- 1        2. The method of claim 1, wherein the registration server and the tracking server
- 2        are a single server.
- 1        3. The method of claim 1, wherein the registration server and the tracking server
- 2        are distinct servers.
- 1        4. The method of claim 1, wherein registering the user excludes collection of the
- 2        user's e-mail address.
- 1        5. The method of claim 1, wherein registering the user excludes collection of the
- 2        user's actual name.
- 1        6. The method of claim 1, wherein registering the user excludes collection of the
- 2        user's physical address.
- 1        7. The method of claim 1, wherein registering the user excludes collection of
- 2        any information that identifies a user in a manner adapted to direct marketing.
- 1        8. The method of claim 1, wherein registering the user further includes
- 2        establishing an anonymous unique identifier for the user.

1        9. The method of claim 8, wherein reporting the tracking data includes reporting  
2 the anonymous unique identifier.

1        10. The method of claim 1, wherein the instant messaging buddy list is  
2 maintained by AOL's Instant Messenger software.

1        11. The method of claim 1, wherein the instant messaging buddy list is  
2 maintained by MSN Messenger software.

1        12. The method of claim 1, wherein the instant messaging buddy list is  
2 maintained by Yahoo! Messenger software.

1        13. The method of claim 1, wherein the instant messaging buddy list is  
2 maintained by America Online's ICQ software.

1        14. The method of claim 1, wherein the instant messaging buddy list is  
2 maintained by Odigo's instant messenger software.

1        15. The method of claim 1, wherein the instant messaging buddy list is  
2 maintained by Jabber's instant messenger software.

1        16. The method of claim 1, wherein the rights of the buddies are defined by  
2 content category of the user's computer usage.

1        17. The method of claim 1, wherein the rights of the buddies are defined by  
2 appearance of one or more keywords on pages corresponding to URLs viewed.

1        18. The method of claim 1, wherein the rights of the buddies are defined by  
2 activity type of the user's computer usage.

1        19. The method of claim 1, wherein the user utilizes a computer and tracking is  
2 carried out by a module resident on the computer.

1        20. The method of claim 1, wherein the tracking is carried out by a device placed  
2 between a computer utilized by the user and an access point to the Internet.

1        21. The method of claim 1, wherein the computer usage experience tracked is  
2 filtered before it is reported to the tracking server.

1        22. The method of claim 1, wherein the computer usage reported is filtered after  
2 it is reported to the tracking server and before it is posted for the buddies to access.

1        23. The method of claim 1, wherein the computer usage includes viewing URLs  
2 and downloading files.

1        24. The method of claim 1, wherein the computer usage includes song listens by  
2 the user.

1        25. The method of claim 1, wherein the computer usage includes video viewings  
2 by the user.

1        26. The method of claim 1, wherein the computer usage includes purchases by  
2 the user.

1        27. The method of claim 1, wherein the computer usage sending tracking data  
2 regarding one of a user's computer usage experiences to one or more buddies.

1        28. The method of claim 1, further including categorizing at least a portion of the  
2 tracking data by content and sorting the tracking data by content category.

1        29. The method of claim 1, further including categorizing at least a portion of the  
2 tracking data by content and making the tracking data searchable by content category  
3 and date range.

1        30. The method of claim 1, wherein posting further includes providing annotation  
2 tools for associating notes with individual tracking data entries.

1        31. The method of claim 1, wherein posting further includes providing annotation  
2 tools for associating ratings with individual tracking data entries.

1        32. The method of claim 1, wherein posting further includes indexing text  
2 portions of at least a portion of pages reported from tracking the user's Internet usage.

1        33. The method of claim 32, wherein text indexing is limited to pages reported  
2 from tracking as having been annotated or forwarded by the user.

1        34. A method of sharing Internet browsing experiences, including:

- 2 registering a user with a registration server to track the user's Internet usage;
- 3 tracking at least a portion of the user's Internet usage and reporting the tracking
- 4 data to a tracking server;
- 5 categorizing at least a portion of the tracking data by content;
- 6 posting at least a portion of the user's tracking data for the user to access,
- 7 including providing a searching tool and an annotating tool.

1 35. The method of claim 34, wherein the registration server and the tracking

2 server are a single server.

1 36. The method of claim 34, wherein the registration server and the tracking

2 server are distinct servers.

1 37. The method of claim 34, wherein registering the user excludes collection of

2 the user's e-mail address.

1 38. The method of claim 34, wherein registering the user excludes collection of

2 the user's actual name.

1 39. The method of claim 34, wherein registering the user excludes collection of

2 the user's physical address.

1 40. The method of claim 34, wherein registering the user excludes collection of

2 any information that identifies a user in a manner adapted to direct marketing.

1 41. The method of claim 34, wherein registering the user further includes

2 establishing an anonymous unique identifier for the user.

1 42. The method of claim 34, wherein the tracking is carried out by a module

2 resident on a computer utilized by the user.

1 43. The method of claim 34, wherein the tracking is carried out by a device

2 placed between a computer utilized by the user and an access point to the Internet.

1 44. The method of claim 34, wherein the Internet usage tracked is filtered before

2 it is reported to the tracking server.

1 45. The method of claim 34, wherein the Internet usage reported is filtered before  
2 it is posted for the user to access.

1 46. The method of claim 34, wherein the Internet usage includes viewing URLs  
2 and downloading files.

1 47. The method of claim 34, wherein the Internet usage includes song listens by  
2 the user.

1 48. The method of claim 34, wherein the Internet usage includes video viewings  
2 by the user.

1 49. The method of claim 34, wherein the Internet usage includes purchases by the  
2 user.

1 50. The method of claim 34, wherein the Internet usage sending tracking data  
2 regarding one of a user's computer usage experiences to one or more buddies.

1 51. The method of claim 34, wherein annotation tools associate notes with  
2 individual tracking data entries.

1 52. The method of claim 34, wherein posting further includes providing  
2 annotation tools for associating ratings with individual tracking data entries.

1 53. The method of claim 34, wherein posting further includes indexing text  
2 portions of at least a portion of URLs reported from tracking the user's Internet usage.

1 54. A method of sharing Internet browsing experiences, including:  
2 tracking at least a portion of a user's Internet usage and reporting the tracking  
3 data to a server;  
4 categorizing the reported tracking data by content category;  
5 presenting to the user a history of the reported tracking data, with tools for  
6 searching and forwarding the tracking data;

- 7 sending one or more entries from the history of the reported tracking data to one
- 8 or more persons identified on one or more of the user's buddy lists and reporting
- 9 the sending to an additional server.

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